



Laura M. Gorham
lmg3536@ufl.edu

Education:

Masters of Science

University of Florida

- Anticipated Graduation: Spring 2014
- Agricultural Education and Communication
- Specialization in Agricultural Communication
- GPA: 3.89/4.00

Bachelors of Science

University of Florida

- Graduation: December 2011
- Major: Animal Science
- Minor(s): Management and Sales in Agribusiness, Agricultural Communication

Computer and Technical Proficiencies:

- Microsoft Office Programs (Access, Excel, Power Point, Word)
- Adobe Photoshop
- Adobe InDesign
- Adobe Dreamweaver
- Adobe Premiere Pro
- Final Cut Pro
- WordPress
- Windows and Mac OS X Platforms
- Familiar with Adobe Illustrator, Quickbooks

Professional Experience:

University of Florida, Department of Agricultural Education and Communication

Gainesville, Florida

Graduate Assistant

January 2013 - Present

- Teaching assistant for AEC 3033 Research and Business Writing for Agriculture and Natural Resources
- Assist Dr. Ricky Telg in the development of training toolkits and publications related to marketing and media relations.

UF/IFAS Extension Florida 4-H Youth Development

Gainesville, Florida

Assistant Communications Coordinator

March 2012 - December 2012

Coordination of External and Internal Communication:

- Construct forms and spreadsheets to organize alumni, media, volunteer and youth contacts.
- Develop templates and assist in the processing of weekly newsletters.
- Develop powerpoint presentations to teach workshops on new technologies for staff and youth members.
- Compile news articles and annual event information into a redesigned seasonal newsletter for alumni.

Print and Graphic Design:

- Large scale projects include an exhibit, highlighting the mission and vision of the program, and pop-up banners showing youth success.
- Produce media materials introducing and promoting state events, policies, and regulations, as well as youth achievement.
- Design graphics for the program's capstone event to be used on all event materials.

Social Media:

- Complete a Facebook and Twitter "modernization" including redesign of graphics, merging and creation of pages, and the development of new and interesting posts.
- Responsible for social media site management and the development of fan interaction.
- Assist in the development and management of online marketing campaigns for Florida 4-H, effectively driving program awareness and engagement to promote traffic to social media pages.

Video Design:

- Design and edit graphics, sound and structure of promotional videos.
- Script, film and edit informational videos that incorporated special effects, graphic design and background music.

Website:

- Assist in the 2012 redesign of florida4h.org to make the website more appealing and consistent. Website renovation incorporates graphic design, file purging and html code while maintaining a workable website for the public.
- Incorporate new technologies such as blog sites, video streams, favicons, RSS Feeds and social media into the website to help encourage audience interaction.
- Responsible for the graphic design and daily maintenance of florida4h.org

UF/IFAS Extension Florida 4-H Youth Development

Gainesville, Florida

State Events Coordinator, Intern

May 2011 – March 2012

- Provided leadership and logistical management for district, state, regional and national 4-H activities and events, awards and recognition programs by coordinating management and communication.
- Responsible for the organization of scheduling, registration and billing for the 2012 Youth Development Institute (approximately 150 participants) and the 2011 State 4-H Congress (approximately 400 participants).
- Wrote and edited scripts for opening ceremony, award programs and year-end banquets.

Leadership Experience:

University of Florida, Agricultural Education and Communication Graduate Student Association

Fall 2012

Social Media Director

- Launched and maintained new social media sites for the organization.
- Designed new graphics for cover and background photos.
- Encouraged member participation through interactive posts.



Instructional Experience:

AEC 3303, Research and Business Writing in Agricultural and Life Sciences
Teaching Assistant

Spring 2013

AEB 3341, Selling Strategically
Lead Teaching Assistant

Spring 2013

AEB 3133, Principles of Agribusiness Management
Lead Teaching Assistant

Fall 2012

- Assisted professor in managing 60 distance-taught undergraduate students.
- Engaged with students through discussion boards, email and adobe connect sessions to encourage application of course concepts and critical thinking.
- Evaluated students' weekly assignments **and was** responsible for combining all student grades into one spreadsheet to post on to the online system every week.

Equine Experience:

University of Florida Horse Judging Team

Spring 2011 - Fall 2011

- Teaches students to evaluate horse conformation and performance and to compete in intercollegiate teams against other colleges across the country.
- Allows students to gain experience in analytical and critical thinking, judgment and decision making as well as written and oral communication.

Falling Oaks Stables

Gainesville, FL

Barn Assistant

April 2010- May 2011

- Performed daily chores and general husbandry to create a professional atmosphere for customers and patients.
- Assisted barn owners with equine care such as preparing feedstuffs and medications.

University of Florida College Of Veterinary Medicine Large Animal Clinical Services
Research Assistant for Systemic Effects of Analgesic Combinations in Horses

Gainesville, FL

Oct. 2010 – Feb. 2011

- Placed and monitored IV catheters and medications given to equine patients.
- Observed patients, evaluated blood and serum samples for pharmaceutical effects on the GI tract, and collected samples to record pertinent data and information.

University of Florida College Of Veterinary Medicine Large Animal Clinical Services
Research Assistant for Placentitis Treatment

Gainesville, FL

March 2010 – August 2010

- Performed general husbandry and routine physical examinations on mare and foal equine patients.
- Manned after hours and on-call shifts during clinical trials and foaling to handle the mares and foals, provided daily medicinal treatments, and evaluated the effects of multiple pharmaceuticals.
- Learned and analyzed pharmaceutical effects on the equine patient by completing paperwork and comparing and contrasting results.

Evergreen Farm

Columbia, SC

Exercise Rider and Barn Assistant

August 2007- December 2008

- Designed efficient and effective work out schedules for young horses.
- Assisted in the athletic development of young horses.
- Maintained a professional and appealing atmosphere of the facility.

Chestnut Oak Stables

Doswell, VA

Exercise Rider and Barn Assistant

June 2005-July 2007

- Assisted in the training of horses and people.
- Helped in the planning of schooling shows for the USDF Central Chapter by managing registration database and creating materials for event programs.
- Executed marketing techniques by creating advertisements for newspapers, websites and internet sources.

References

Available upon request.